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IN THE CLAIMS:

Please amend the claims as follows:

1. (original) A reflector assembly for use in a digital projector, comprising:
a reflector including a reflector opening, and
a startup element fixedly coupled to said reflector, wherein said reflector and said startup element are configured to allow a replaceable coupling of a lamp assembly to said reflector assembly.
2. (original) The assembly of claim 1, wherein said startup element comprises a coil.
3. (original) The assembly of claim 1, wherein said startup element comprises a shield.
4. (original) The assembly of claim 1, further comprising a potential coupler configured to couple said startup element to a potential source.
5. (original) The assembly of claim 4, further comprising:
a structural element coupled to said reflector and said startup element;
wherein said potential coupler runs along said structural element.
6. (original) The assembly of claim 4, wherein said potential coupler comprises a structural element for supporting said startup element.

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7. (original) The assembly of claim 1, further comprising a latching assembly configured to engage a lamp header of said lamp assembly.
8. (original) The assembly of claim 1, wherein said reflector comprises a parabolic reflector.
9. (original) The assembly of claim 1, wherein said reflector comprise an elliptical reflector.
- 10-22. (cancelled)
23. (original) A method of forming a reflector assembly used in digital projectors, comprising:
affixing a startup element to a reflector; and
coupling a latching assembly to an opening defined in said reflector wherein said startup element and said latching assembly cooperate to allow replaceable coupling of a lamp assembly to said reflector assembly.
24. (original) The method of claim 23, wherein said startup element comprises a startup coil.

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25. (original) The method of claim 23, further comprising coupling a wire to said startup element wherein said wire is configured to couple said startup element to a potential source.
26. (original) The method of claim 25, further comprising:
coupling a structural element to said reflector for supporting said startup element;
wherein said wire runs along said structural element.
27. (original) The method of claim 25, wherein said wire comprises a structural element configured to support said startup element.
28. (original) The method of claim 23, wherein said latching assembly is configured to engage a lamp header of said lamp assembly.
29. (original) The method of claim 23, wherein said reflector comprises a parabolic reflector.
30. (original) The method of claim 23, wherein said reflector comprise an elliptical reflector.
- 31-34. (cancelled)
35. (new) A reflector assembly for use in a digital projector, comprising:
a reflector including a reflector opening,

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a startup element fixedly coupled to said reflector,
a support structure for fixedly coupling said startup element to said reflector, said support structure being coupled to said reflector and to said startup element to support said startup element within said reflector,
wherein said startup element is configured to receive a portion of a lamp assembly that is removably coupled to said reflector assembly.

36. (new) The assembly of claim 35, wherein said startup element comprises a coil.
37. (new) The assembly of claim 35, wherein said startup element comprises a shield.
38. (new) The assembly of claim 35, wherein said support structure further comprises a potential coupler configured to couple said startup element to a potential source.
39. (new) The assembly of claim 38, wherein said support structure comprises a rod and said potential coupler comprises a wire running along said rod.
40. (new) The assembly of claim 35 wherein said support structure is also coupled to a potential source to provide a potential to said startup element.